

CENTRALINES SPONSORSHIP AND DONATION APPLICATION FORM

Please complete this form and return to us by the relevant Sponsorship and Donation intake deadlines outlined on our website. All parts of this Application Form must be completed before we can assess your request.

Please return your completed form to: Centralines Limited, 17 Coughlan Road, Waipukurau 4200 Postal address: PO Box 59, Waipukurau 4200 **Or email to:** info@centralines.co.nz

APPLICANTS CONTACT DETAILS

Applicant's Full Legal Name(s) (the "Customer", "You", "Your")

Name:

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Role in the event/ project:

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Postal Address:

City: Postcode:

Mobile: Phone:

Fax: Email:

Name of company/ organisation applying for funding:

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Relevant information about the company/ organisation responsible for the event or project:

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THE SPONSORSHIP OR DONATION OPPORTUNITY DETAILS

Website (if applicable):

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Requested investment by Centralines, including how this funding will be used within the event or project:

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Term of Investment (e.g. one-off or on-going – if on-going, please specify timeframe):

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Opportunities for leverage/ publicity and how that can be achieved (e.g. signage/ branding rights, brand awareness, access to target audiences via leverage activities etc.):

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Marketing or advertising plan (full list of media benefits for Centralines – print, radio, internet, newsletter, TV coverage etc.):

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THE SPONSORSHIP OR DONATION OPPORTUNITY DETAILS

Name of the event or project:

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Type (e.g. sporting, cultural, arts, environmental):

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Date/timeframes of event or project:

Date/timeframe funding is required:

Target audience of the event or project (e.g. demographic, age, organisation, community group):

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Description of the event or project (Please include a project/ event proposal if applicable):

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SPONSORSHIP AND DONATION CRITERIA

Through our Sponsorship and Donations, we strive to achieve the following objectives:

- Increased brand awareness,
- Increased involvement and awareness within the community,
- Business development and growth,
- Strong customer and stakeholder relationships.

We look for sponsorship and donation opportunities which:

- contribute to the Company in at least one area specified above,
- provide opportunity for leverage and/or publicity, including signage and/or naming rights,
- are within our electricity distribution network region,
- connect with a community group/organisation, Iwi, Council, or key customer or stakeholder in the community development, sporting, or cultural arenas, and,
- are noteworthy as a local community achievement, advancement and/or are innovative and progressive,
- are fair, friendly, safe, ethical, beneficial and easily accessible to our local communities and environments.

We do not sponsor:

- events or activities occurring outside of Central Hawke's Bay,
- events which promote alcohol, smoking, violence, use of firearms, harm to the environment or community, gambling/betting, illegal or high-risk activities (for example, extreme sports, motor-racing, hunting etc.).

